

<b>Top Rank Award</b>	<b>RACOLD THERMO LIMITED Chakan (Pune)</b>	<b>Sector: Manufactures of BEE Star Labelled Appliances (Storage Water Heater)</b>
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**Unit Profile:**

Racold is the largest manufacturer & seller of water heaters in India. Racold became a 100 % subsidiary of MTS Group of Italy in 1999. It started as a joint venture company in 1996 between Racold Electrical Appliances and Merloni Termo Sanitari Spa, Italy with the MTS GROUP having 74% share. In April 2009, the company changed the name from MTS India Ltd to Racold Thermo Ltd. The company also exports to various countries like Italy, U.A.E., Singapore and Sri Lanka. The company has a pan India presence with over 10,000 retail outlets and 175 service centers. It has redefined industry standards and set new benchmarks in water heating by enhancing the aesthetics, quality, durability, safety and performance of the product. The continuous focus on innovation and R&D has established Racold as the pioneer in technology. It has also been the first to obtain quality and performance certifications as per IEC, CE and other similar International standards.

Racold has its manufacturing plant at Chakan, Pune. The plant capacity is in excess of 5 Lacs storage water heaters per annum. It has a full-fledged manufacturing and testing setup for water heaters. The lab is equipped to carry out all the tests as per BIS & IEC Specifications. The company is ISO 9001:2008 certified and implementation of ISO/IEC 17025 for product testing and laboratory is in process.



**Brief Description of the major Energy Conservation Actions:**

1. Use of less thermal conductive PUF material which is best in the industry
2. Optimum increase in the PUF density which reduces overall heat loss
3. Double density glass wool which avoids heat loss from the open areas
4. In some models, SMART electronic program introduced to capture consumer usage habit and tune the water heater according to the use.
5. Company have come up with an innovative feature which will help consumers to save energy known as **Smart Bath Logic**
6. Special efforts being made to design and develop the non-metallic Water tank

**Official who may be contacted for more Information:**

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